

Graphics On the Go!

A Desktop Publishing Project

*2003 MBEA Summer Conference
“The DTP Idea Box”*

Presented by

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Graphics On the Go!

Welcome to “Graphics On the Go!” You have just been hired because of your excellent skills in using desktop publishing software and your creativity. Your official title is “Graphics Designer”. Creations will be designed and printed for your clients here in the office.

Using the information included in this packet you will be assigned to create several different documents that will be created by you and your staff. You will need to use your desktop publishing skills that you have learned over the past few weeks. Be creative and have fun!

Before you begin your first project here are a few simple guidelines you will need to know or follow:

1. After designing your document, PROOFREAD, PROOFREAD, PROOFREAD!!!
2. Always print out a draft copy in grayscale before printing out the final copy. Using your red pen, make any corrections on this copy. You will need to include this copy with your final draft and scoring guide.
3. Select your paper carefully—remember that color and weight is important in choosing the appropriate type of paper.
4. If you need to use the padding press, please clean up after yourself. Others will need it at a later date. If you see that the padding compound is running low, contact your supervisor (your teacher).
5. Always clean up after yourself and place all of your materials back where you found them.

Project 1: Memo Pads

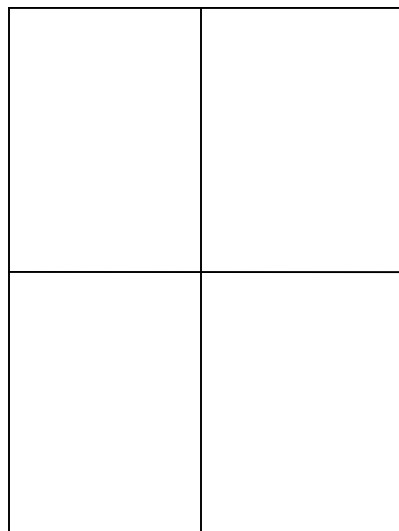
The local school district has contacted you to create memo pads that will be given to each teacher in their district. These memo pads are a gift to each teacher that will be given out at the beginning of the school year. Please create these memo pads on 8 ½ x 11 paper and cut to size. You should be able to get four sections on each printed copy. The superintendent would like to have the school mascot on the memo pads. You may create up to four different designs for the school. You will need to find a cougar graphic of your choice or you may use the cougar that is on file in the “bused/graphics” folder on the server. Other pertinent information is listed below:

Crest Ridge R-7 School
92 NW 58 Hwy.
Centerview, MO 64019
660-656-3391

You will need to print out 16 copies on the printer (after you have proofread and made any corrections). Cut these to the appropriate size. They would like a cardboard backing on each of the memo pads.

When finished, attach grayscale and 1 final uncut copy to the scoring guide for grading.

Sample Layout



****Check the score guide for the requirements!**

Grading Guidelines for Memo Pads

| | Exemplary | Good | Fair | Points Earned/ Comments |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All information required by Superintendent is used 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are no larger than .25 inches all the way around 5 points | | Margins are larger .25 inches all the way around 1 point | |
| Page Layout | Page layout permits pages to be cut in the appropriate size 25 points | | Page layout does not permit pages to be cut in the appropriate size 10 points | |
| Printing | Copies were printed in color and the correct number printed 5 points | | Copies were not printed in color and/or the incorrect number were printed 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphic of cougar included on all four designs/sections 10 points | Graphic of cougar included on 2-3 of the designs/sections 7 points | Graphic of cougar included on 1 of the designs/sections 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Finished Product | Notepads were cut precisely, collated, backing material used, and compound used appropriately. Notepads look professional 10 points | 1 component of the finished product is missing (see the exemplary column) 7 points | More than 1 component of the finished product is missing (see the exemplary column) 4 point | |

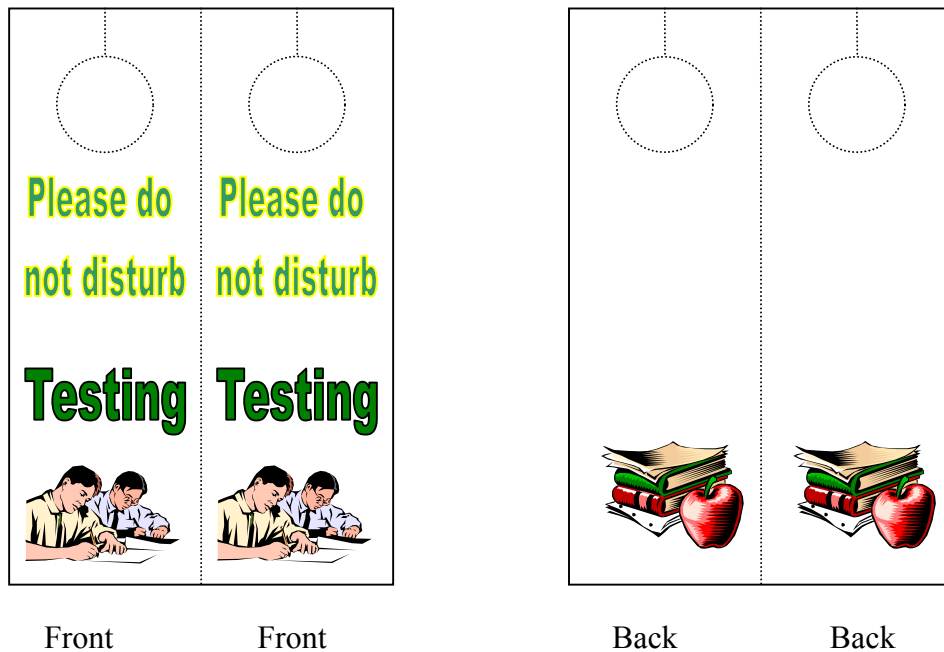
Project 2: Door Hanger

The local school district has again notified you that they need door hangers for their teachers to indicate when they are testing. You are to use any type of appropriate graphics and font styles. Make sure it is easily readable from a distance. One side of the door hanger must include text and graphic(s). The other side may be graphic(s) only or text only. The size and dimensions are: 4 ¼" x 11". You will be able to create two different door hangers—you may want to create one for yourself if you wish. The door hanger will be printed on both sides and cut on the guidelines. They will also be laminated using the laminator in the classroom.

When creating the door hanger, indicate the opening only on one side using the dotted line style. See the example below.

Make sure you check your score sheet in order to meet all requirements.

Example



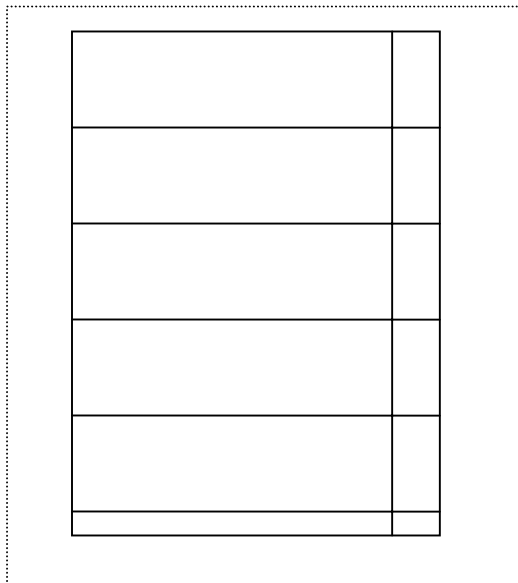
Grading Guidelines for Door Hangers

| | Exemplary | Good | Fair | Points Earned/ Comments |
|------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All information required by school is used 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are no larger than .25 inches all the way around 5 points | | Margins are larger .25 inches all the way around 1 point | |
| Page Layout | Page layout permits pages to be cut in the appropriate size 25 points | | Page layout does not permit pages to be cut in the appropriate size 10 points | |
| Printing | Door hanger is printed on card stock, front to back 5 points | | Door hanger is not printed on card stock and not front to back 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Finished Product | Door hanger is laminated correctly without any creases and wrinkles 10 points | Door hanger is laminated with minimal wrinkles 7 points | Door hanger is not laminated 4 point | |

Project 3: Bookmarks

The local library has ordered bookmarks to give out during the National Reading is Fun Week this year. The bookmarks should reflect the theme of reading and include graphics and the name and address of the library. The size of the bookmark is 7”W x 2”L. The librarian wants them printed on heavy paper and is not particular in color. She would like to have at least 3 different designs to make available to the patrons.

In order to not waste the specialty paper please put at least 5 per page. Look at the example below on layout.



To create the cutting lines you may want to use the guidelines feature in order to place a dotted line on one side of the for correct cutting.

The name of the library is:

Thomas Jefferson Library
1315 Reading Lane
Centerview, MO 64019

Grading Guidelines for Bookmarks

| | Exemplary | Good | Fair | Points Earned/ Comments |
|------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | Some type of graphic and name of the library is included on bookmark 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are .25 inches all the way around 5 points | | Margins are not .25 inches all the way around 1 point | |
| Page Layout | Page layout permits at least 5 bookmarks per page 25 points | | Page layout does not permit at least 5 bookmarks per page 10 points | |
| Printing | Pages are printed front and back and on card stock 5 points | Pages printed front to back or on card stock, but not both 3 points | Pages are not printed front and back nor printed on card stock 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Finished Product | Bookmarks are laminated 5 points | Bookmarks are laminated with minor wrinkles/creases 3 points | Bookmarks are not laminated 1 point | |
| Cut to Size | Bookmarks are cut to the appropriate size 5 points | | Bookmarks are not cut to the appropriate size 1 point | |

Project 4: Menu

The local school district contacted you to create a menu for a theme restaurant that is going to be sponsored by your local FBLA chapter. You must use the items listed below and only the items listed below. Your mission is to come up with descriptions of each food item and creative names for the food items. For example, if I used a baseball theme, I might have the Grand Slam Burger and Slides, as the creative name and “Half pound hamburger loaded with tomatoes, pickles, onions, and our special green sauce. Served with tasty curly fries.” as the description. You can “enhance” an item (specify toppings, special sauce, etc.). Your menu may use black and three other colors. No additional colors may be used. Be sure to use borders for enhancement. You may not use fills for backgrounds. They may be printed on colored paper. (Project taken from Tonya Skinner’s website.)

Appetizers

Cheese Sticks \$3.00
Toasted Ravioli \$3.50
Potato Skins \$3.00
Hot Wings \$3.50
Onion Rings \$2.50

Soups and Salads

Regular Tossed Salad \$2.75
Caesar Salad \$3.00
Grilled Chicken Salad \$3.75
Shrimp Salad \$4.50
Baked Potato Soup \$1.75
Chicken Noodle Soup \$1.75
Vegetable Soup \$2.00
Chili \$2.50

Sandwiches

Pork Barbeque Sandwich and Chips \$4.00
Beef Barbeque Sandwich and Chips \$4.15
Hamburger and French Fries \$4.50
Chicken and French Fries \$5.50
Turkey and French Fries \$4.25
Hoagie Sandwich \$3.75

Entrees

(served with choice of potato--french, baked, mashed, or rice and choice of cole slaw or mixed vegetables, as well as bread)

8oz. Sirloin Steak \$7.50
10 oz. Ribeye Steak \$8.00
12 oz. T-bone Steak \$9.50
16 oz. New York Strip Steak \$10.50
8 oz. Grilled Chicken Breast \$8.00
Fired Chicken Strips \$7.50
Country Fried Steak \$7.50
Fried Shrimp Dinner \$7.50

Desserts

Cheesecake (plain) \$2.00
Cheesecake (w/topping) \$2.50
Apple Pie \$2.75
Fudge Brownie \$2.75
Ice Cream Sundae \$ 2.50

Beverages

Coke, Diet Coke, Sprite, Mr. Pibb \$1.25 (unlimited refills)
Tea and Lemonade \$1.25 (unlimited refills)
Coffee \$1.00 (unlimited refills)

Grading Guidelines for Menu

| | Exemplary | Good | Fair | Points Earned/ Comments |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Organization | Menu is divided into sections and sections are labeled and stand out 15 points | Menu is divided into sections, but may be difficult to locate 10 points | Menu is not divided into appropriate sections 5 points | |
| Page Setup | Margins are within .25 to .5 inches all the way around 5 points | | Margins are not within .25 to .5 inches all the way around 1 point | |
| Printing | Pages are printed front and back 5 points | | Pages are not printed front and back 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Enhancements | Advanced features are used: Drop shadow, reverse text, page border, dot leaders, appropriate fonts, font formatting, use of color, etc. 10 points | Only a 1-2 advanced features are used; more would have contributed to the overall design/theme 7 points | No advanced features are used; would have contributed to the overall design/theme 0 points | |
| Content | All menu items are listed, and creative names and descriptions are used 10 points | Minor content issues, such as a description or two that are not "good enough," but most is okay 7 points | Some menu items have been left out, no descriptions are used, or descriptions are not adequate. Other items are added or prices are wrong 4 points | |
| Originality/ Creativity | Menu looks unique, restaurant name is original, theme worked into all aspects of menu, menu looks appealing; slogan located on menu 15 points | Minor errors with regard to theme, but overall pretty good stuff 10 points | Menu looks gaudy, copied, or very plain and shows little creativity or planning 5 points | |

Project 5: Business Cards

You have just been asked by the local school district to make personal business cards for every teacher and staff at your school. In order to make these your settings should be set at: Height 2” Width 3.5” in an 8 ½ by 11 in document. You should include on the business cards the teacher or staff’s first and last name, the school address, phone number (extension if possible), what class they teach or job title, and one graphic of the school mascot (The Eagles).

Use your guideline feature to create the cutting marks for the business cards. We will print these out on actual business cards, so do not draw in the cutting lines to print. The business cards print two across and five down, for a total of 10 business cards. We will print only one page per teacher. Your choice of business card paper is cream, white, or gray.

Before printing make sure that you print out a grayscale copy and check for accuracy and placement on the actual business card sheet. Make any corrections BEFORE printing the final copy in color.

Grading Guidelines for Business Cards

| | Exemplary | Good | Fair | Points Earned/ Comments |
|---------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All items required on business card included 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are set appropriately and cards measure 2" H x 3 ½" W 5 points | | Margins are not set appropriately and cards do not measure 2" H x 3 ½" W 1 point | |
| Page Layout/ Printing | Page layout permits business cards to print multiple copies 25 points | | Page layout does not permit business cards to print multiple copies 10 points | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |

Project 6: Program Booklet

The local school district has just contacted you and asked you to create the program booklet that will be used at graduation. You must gather every senior's first, middle, and last names to create this program. You must also include special guest speakers, songs, and other important information in this program. Don't forget to include all the sponsors.

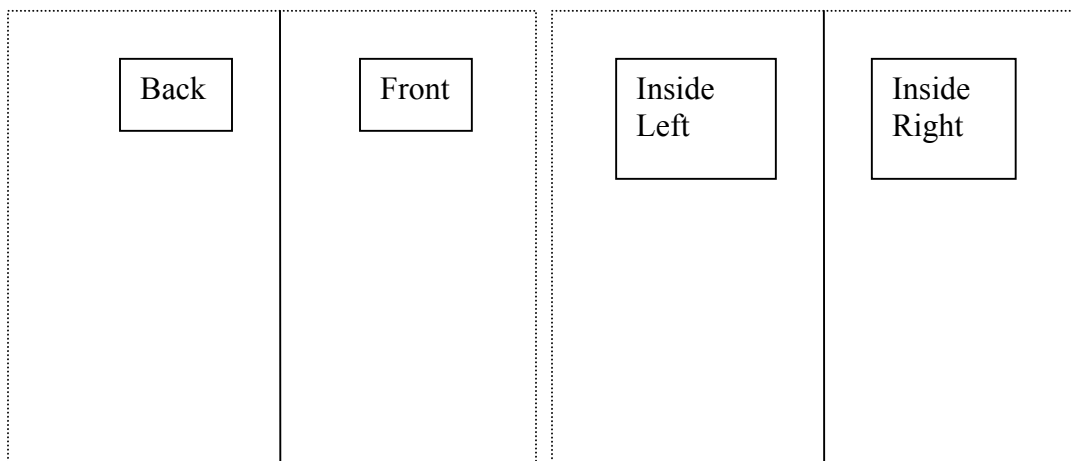
The requirements for completing this assignment are as followed: create an appropriate cover that includes graphics that are appropriate. Use a page boarder on this page only. For the inside spread, put the guest speakers, songs, and other important information on the left hand side (use leaders). For the right hand side, list the names of the graduates and set up so it looks professional. On the inside two-page spread use appropriate graphics (maximum of two). On the back would be a good place to thank the sponsors. In fine print, use a copyright symbol, the year, and the company name (Graphics to Go) on the back cover at the bottom. Be sure to use high quality graphics throughout. The setting you will need are:

Open a blank document

File, Page Setup, Landscape

0.25" guides all the way around

Tip: print on both sides of the paper (take all paper out of the printer and use the manual feed tray. Put in your sheet of paper and after it used the sheet to print the first page, put it back in the manual feed to print the second page)



Grading Guidelines for Program Booklet

| | Exemplary | Good | Fair | Points Earned/ Comments |
|---------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All required items are included on program booklet 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are .25 inches all the way around 5 points | | Margins are not .25 inches all the way around 1 point | |
| Page Layout | Page layout permits pages to be assembled in correct order 25 points | | Page layout does not permit pages to be assembled in correct order 10 points | |
| Printing | Pages are printed front and back 5 points | | Pages are not printed front and back 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Front Cover | Included program title, theme related graphic and page border included 5 points | Graphic is not theme related and missing one item 3 points | Missing two items 1 point | |
| Back Cover | Includes sponsors, copyright symbol, company name, and date 5 points | Missing one required item 3 points | Missing two required items. 1 point | |
| Inside Program | Use of two graphics and leaders used. 10 points | Missing one required item 7 points | Missing two or more items 4 points | |

Project 7: Advertisement

Two different advertisers have asked that you complete one of the attached advertisements.

The first is Papa John's Pizza. They usually run an ad on Tuesdays of the local paper advertising their Wednesday Special of Beat the Clock. They want to change one of their coupons on next week's ad. It should read Large Cheese & 2 Ltr. \$7.99. The coupon will expire on November 10, 2003. Another change will be Every Wednesday through November 30, 2003. You may use any type of graphic except for the Papa John's Logo. You will need to do a search for this logo on the Internet or you may scan the logo off the attached page. This ad is 6 1/4" x 10 1/2".

The second advertisement is the Business Directory that runs in the daily paper. There will be only one change. In the space Available you need to run an ad advertising the Graphics To Go Company. Please make sure that you include our phone number (660) 555-1234 and a contact person. The sun and beach ball graphic in the center needs to be changed, it should relate to the season. This ad is 6 1/4" x 9".

BUSINESS DIRECTORY

"There's No Confusion." Call:

TOWN & COUNTRY CARPET CARE

STEAM CLEANING
FIRE & FLOOD RESTORATION
WE DO
RESIDENTIAL & COMMERCIAL

Ron 660-747-8188 Scot
(Formerly Ron's Carpet & Janitorial Services)

Dr. Fix-It

Plumber - Contractor



Warrensburg, MO
(660) 747-3044

DIRK HODKINS
Owner

VISA MasterCard Discover Novus

Warrensburg

Wholesale CARPET

For ALL Your Floor
Covering Needs
Quality Product • Affordable Prices
Expert Installation • Free Estimates

Hours: Mon.-Fri. 8 a.m. to 5:30 p.m. Sat. 9 a.m.-4 p.m.
135 West Pine, Downtown Warrensburg
(660) 747-8414

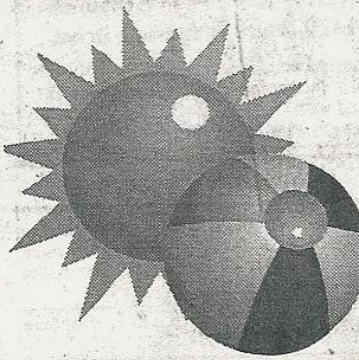
HOTZ

BUSINESS SOLUTIONS
a TOSHIBA company

Copiers Printers Fax

100 West Pine Street
660-747-2417
Hotzwb@earthlink.net

TOSHIBA MINOLTA Xerox



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Southside of Courthouse

108 Hout 747-8136

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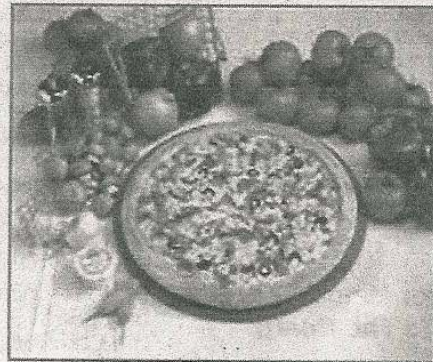
BEAT THE CLOCK

**Order 1 Large Topping Pizza
Price = Time You Placed Order!**

Pick-up or Delivery* • Every Wednesday through August 20, 2003.

You Asked • We Listened!

***MORE
Pepperoni
on Top!***



**Large Pepperoni
& 2 Ltr.**

\$8⁹⁹

Tax not included. Limited delivery area.
Delivery charge may apply.
Coupon Expires August 31, 2003.

**Order Any Large Specialty
Pizza or 3 Topping Pizza for
\$10⁹⁹ Get Second Pizza for**

\$8⁰⁰!

Tax not included. Limited delivery area.
Delivery charge may apply.
Coupon Expires August 31, 2003.



**505 N. Maguire (Hwy. 13)
422-PAPA (7272)**

*Tax not included. Limited delivery area.
Delivery charge may apply.

Grading Guidelines for Advertisement

| | Exemplary | Good | Fair | Points Earned/ Comments |
|-----------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All the information is included in advertisement. 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup/Layout | Margins are set to exact size of ad. 5 points | | Ad size is incorrect. 1 point | |
| Printing | Ad is printed in grayscale. 5 points | | Ad was printed in color, not grayscale. 1 point | |
| Grammar/Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Fonts | Appropriate fonts were used, to make ad readable. No more than 3 fonts used. 5 points | Appropriate fonts were used, to make ad readable. More than 3 fonts used. 3 points | Inappropriate fonts were used, to make ad unreadable. Only one font was used or more than 3 fonts used. 1 point | |
| Borders/Shading | Borders and shading were used to create a balanced ad 5 points | Borders and shading were used, but not both 3 points | No borders or shading were used in ad 1 point | |

Project 8: Brochure

A brochure needs to be created for Circle D Fireworks. This company sells fireworks during June and July and contracts their help out to different organizations. They would like a new brochure to help answer any questions that may come up by the organizations. They have been business for 11 years and have maintained a good reputation for helping the community. A copy of their previous brochure is attached. Please create a new brochure using appropriate graphics, borders, and shading.

This will be a tri-fold brochure that will be printed in color. One change needs to be made on the inside first-column. It should read “***Has been helping school organizations and church groups raise money.....***”



Circle "D" Fireworks
Has been helping school organizations raise money to fund their projects for the past four years.

We offer an attractive opportunity to be visible within your community, while offering a service that is needed during the 4th of July holidays.

With no up front cost and no unsold merchandise penalties, we guarantee that your organization will make at least a **\$1,000** for your efforts!



How's it Work?
It's quite simple - Circle D Fireworks will work with you in setting up a fireworks tent in your community. We take care of all the details, equipment, permits, merchandise, advertising, even insurance. You find a legal tent location, organize your team and manage the tent for a specified time period and walk away with a guaranteed profit of \$1,000 or 30% of your tents net profits, whichever is greater.

What's the Time Commitment?
We ask that your organization enlist one person or a couple to manage the tent and work directly with us. Their job will be to enlist parents and students to shift schedules, as well as oversee the daily responsibilities of inventory and money management.

We generally suggest the tent be open at least 7 days before the 4th of July with a minimum of 10 hours of operation daily.

What about City Ordinances?
This would be your first priority to investigate your local community regulations. Once determined, Circle "D" Fireworks then will apply for all the state, city, and county permits you will need to comply with. We will provide the training of your volunteers on how to comply with the regulations that your city, county, and state may require.

"For the past three years this fundraising event has been a huge success and a highlight with our community, especially with not having to worry about leftover merchandise and expenses."
Phill Gower
Crestridge H.S.
Sports Boosters

"Circle D showed us excellent organization and gave us a fair profit--all we did was supply the workers."
Chuck Appleton
Warrensburg R-VI
Band-Ablees

Your Responsibilities--

- Find a suitable and legal location for placement of fireworks tent.
- Provide adequate tables to display product. (15)
- Organize and provide help over the age of 16.
- Acknowledge and comply to all state and local fireworks ordinances.
- Provide security of tent during operation.
- Be responsible for taking care of equipment, product, receipts and monies of Circle D Fireworks.

Circle D Responsibilities--

- Provide premise insurance policy to cover tent and surrounding proper ties. (\$500,000)
- Provide a tent and set up.
- Provide all office supplies, cash register, sacks, lighting fixtures, fire extinguishers, signs, etc.
- Provide advertising including newspaper, vinyl banner, and sale signs.
- Handle all deposits and bookkeeping.
- Supply all fireworks and keep tent adequately stocked.
- Provide necessary training for organization to comply to rules and ordinances.

Outside

Looking

for a fun way to
raise money for
your organization
with no up
front cost and
guaranteed profits?

**Circle "D"
Fireworks**

Circle D Fireworks
51 NW 575 Rd.
Warrensburg, MO 64093

For more information contact:
Circle D Fireworks
51 NW 575 Rd.
Warrensburg, MO 64093
(816) 747-9554
e-mail
rschild@iland.net

**Doug & Rita Schildknecht
Owners**

Grading Guidelines for Brochure

| | Exemplary | Good | Fair | Points Earned/ Comments |
|-----------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All the information is included in brochure. 25 points | Missing one-two required items 15 points | Missing more than two required items 5 points | |
| Page Setup/Layout | Document was set up as a tri-fold brochure 15 points | Document was set up with only one side as a tri-fold brochure 10 points | Document wasn't set up in any format—no tri-fold layout 5 points | |
| Overall Appearance | Brochure folds evenly, all information looks attractive, good use of color 10 points | Brochure information looks attractive in the sections but brochure folds evenly 5 points | Brochure is folded uneven and the information is incorrectly placed within the sections 1 point | |
| Printing | Brochure was printed front to back 5 points | | Brochure was not printed front to back 1 point | |
| Grammar/Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Fonts | Appropriate fonts were used, to make brochure readable. No more than 3 fonts used. 5 points | Appropriate fonts were used, to make brochure readable. More than 3 fonts used. 3 points | Inappropriate fonts were used, to make brochure unreadable. Only one font was used or more than 3 fonts used. 1 point | |

Project 9: Magnetic Sticker

Your local FBLA chapter has just been contacted by the school district to create a magnetic sports list that can be used on the refrigerator for a reminder of dates and times of games at your school. The schedule has been provided by the athletic director for the school district. FBLA has decided to use this for a fundraiser for the fall and spring sports. The only requirements for this project are to include all the dates and times of the games, any sponsors, the school name & mascot, one graphic, and an FBLA logo somewhere to show who created this magnetic list. The settings that you will need for this project are: Height 4" Width 6" on an 8 ½ by 11 in. sheet of paper. We will use special magnet that can be placed in the printer when you are complete. It is a good idea to print a sample in grayscale to make sure everything will fit!

Grading Guidelines for Magnetic Sticker

| | Exemplary | Good | Fair | Points Earned/ Comments |
|---------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All items are present on sticker: dates, schools, times, sponsors, and logos 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup/ Layout | Magnetic sticker is sized accurately. (4"H x 6" W) 5 points | | Magnetic sticker is not sized accurately 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Font/ Alignment | All sports schedules align correctly in a readable fashion 5 points | | All sports schedules do not align correctly in a readable fashion, poor use of font 1 point | |

Project 10: T-shirt Design

You have just been contacted by the local school district you are to design a T-Shirt for the local FBLA chapter. You are to use two full 8 ½ by 11 in. pages. You will create a front and back to this T-Shirt. The only requirement is that you must include the school name (Valley Park High School) and FBLA somewhere on the shirt. Remember what FBLA stands for, Future Business Leaders of America and this shirt should be school appropriate. The FBLA colors are blue and gold. We will wear these shirts when we do our community service and fundraisers so the community knows the group.

The FBLA graphic can be found on the Internet at:
www.dese.state.mo.us/divvoted/fbla.htm

Grading Guidelines for T-Shirt Design

| | Exemplary | Good | Fair | Points Earned/ Comments |
|---------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All items are present on design: school name and FBLA name and logo 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup/ Layout | Design is no larger than 8 ½" x 11 5 points | | Design is larger than 8 ½" x 11 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1 graphics does not follow theme 7 points | More than 1 graphic do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Front & Back Design | The front and back coordinate with theme, color, and font 10 points | One aspect of the front and back to not coordinate 7 points | More than one aspect of the front and back do not coordinate 4 points | |

Project 11: Promotional Items—Gift Tags & Candy Wrappers

The local FBLA organization would like to sell gift tags during the Christmas season. They want to use white address labels (3 across) that have some type of graphic and the words “TO:” and “FROM:” on each of them. They would like to have at least 6 different designs.

The FBLA organization will sell these gift tags by the sheet for \$1.00 each. Please create these tags and print out one copy in grayscale on plain paper before printing in color on the labels. Attach the grayscale copy and color labels to the scoring guide.

Use the guidelines in the software to make your labels exact. You will need to get a blank sheet of labels and measure exactly where to place the guidelines horizontally and vertically.

The FCCLA organization would like to sell chocolate candy wrappers during the Christmas season as well. They will wrap the candy bars themselves, but would like you to create 3 different designs. They want a holiday phrase—i.e. Merry Christmas—included on each design. On the back of the candy bar they want to somehow indicate who the candy bar is for and who it is from, so leave room for them to write in the person’s name. The exact size of the wrapper should be 5” W x 5 ¼” H.

Use the guidelines in the software to make your candy wrapper exact. You may choose to print on colored paper if you wish. Just make sure that all of the graphics are visible on the color of your choice.

Grading Guidelines for Gift Tags/Candy Wrapper

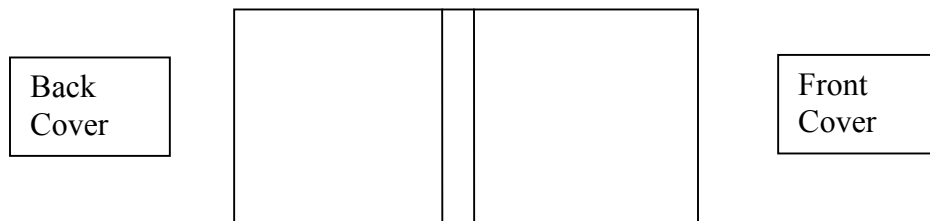
| | Exemplary | Good | Fair | Points Earned/ Comments |
|-----------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All required items are included on the tag/wrapper 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are set to accommodate the item 5 points | | Margins are not set correctly 1 point | |
| Page Layout | Page layout permits labels/wrapper to be printed in correct format 25 points | | Page layout does not permits labels/wrapper to be printed in correct format 10 points | |
| Printing | Labels/wrappers are printed in color 5 points | | Labels/wrappers are not printed in color 1 point | |
| Grammar/Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Candy Wrapper Only | Wrapper fits around chocolate bar and overlaps so identification is visible 5 points | | Wrapper does not fit around chocolate bar (no overlap) 1 point | |

Project 12: CD Cover for a Children's Computer Game

You have just been contacted by the elementary school in your school district to ask for help with creating CD Covers for their children's computer games that they use on a regular basis. Be creative with this project so the children will want to play this computer game often to make learning fun!!! The computer game that you are creating a cover for is named: ***Math Buster***. The settings for this are: Height 4.5" Width 4.5" on an 8 ½ by 11 in. paper. Use a ½ inch in-between the two squares for the crease of the fold.

Math Buster - is an interactive Mathematics multimedia program designed to provide an integrated fun approach to learning mathematics for the student. It incorporates a combination of tutorial, discovery, drill, and practice learning strategies and techniques. Remedial and enrichment activities are integral components of the program. Destiny the Mermaid™ introduces thirteen "Just for Fun" games while Smalls the Seahorse™ offers twenty pieces of mammal trivia for the student to read and listen to. Copyright is 2002, produced by Educational Software, Inc.

Grade level 3-5



Grading Guidelines for CD Cover

| | Exemplary | Good | Fair | Points Earned/ Comments |
|------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All letters of the alphabet used, front cover, back cover, page with all letters 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are set appropriately so cover/back measure 4 1/2" x 4 1/2" 5 points | | Margins are not set appropriately or the cover/back do not measure 4 1/2" x 4 1/2" 1 point | |
| Page Layout | Page layout permits pages to be assembled in correct order 25 points | | Page layout does not permit pages to be assembled in correct order 10 points | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Front Cover | Included CD title and theme related graphic 5 points | Graphic is not theme related 3 points | Missing CD title &/or graphic 1 point | |
| Back Cover | Includes description to game, copyright symbol, company name and date. 5 points | Missing one required item 3 points | Missing two required items. 1 point | |

Other types of projects that you could include are:

Yearly calendar – Instructions and rubric included

Children's Book – Instructions and rubric included "ABCs with Desktop Publishing" by Cheryl Plummer, LaMonte High School

Magazine Covers – Check out Tonya Skinner's Web site for examples and instructions

Mouse Pads

Yellow Page Ad – recreate or make changes to ad

Book Cover for a school book of their choice

Sources:

Tonya Skinner – www.angelfire.com/ks/tonyaskinner/index.html

Cheryl Plummer – LaMonte High School District, LaMonte, MO

Tamara Talbot – Benton High School, St. Joseph, MO

ABCs with Desktop Publishing

Submitted by:

Cheryl Plummer

La Monte High School

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Materials Needed:

- Computer with Microsoft Publisher installed
- Instruction sheet & grading guidelines
- Internet
- Color printer
- Laminator, Paper Cutter, Clip art, Card stock paper

Subject Area: Technology, Business

Grade Level: 9-12

Show-Me Standards: CA5, Goal 1.4, 2.2

Time Allowance: Approximately 4 class periods (90 minutes blocks)

Description:

The purpose of this lesson is to give student an opportunity to reinforce the placement of clipart, page setup, text box formatting, and proofreading. This project can also be used as a service project. The books can be given to the preschool and/or kindergarten teachers for use in their classes.

Implementation:

This assignment allows the student to use a publishing program that most students can easily use and is available in most schools. After learning the program, this assignment can be used as a culminating activity. Students have to set up a blank document, insert pages, arrange margins, create textboxes and insert clipart.

The graphic may come from a variety of sources. Many graphics can be found on the Internet, which can be used free, or the program can use any of the clipart included in Microsoft Office.

Modifications:

Enrichment: Students can create a second or third book of numbers, shapes, colors, or other early childhood topics.

At-Risk or Slow Learner: The teacher can give the student(s) suggestions for each letter or a clipart file containing clips for each letter that will have to be placed on the respective page with the correct letter(s).

ESL: Instructions can be translated into the student's native language and students can create a book for younger ESL students. Example: The student can put a Spanish word with the English word as well as a picture.

Page Order:

Using Microsoft Publisher, the page order will be as follows:

| Page 1 | Page 2 | Page 3 | Page 4 | Page 5 | Page 6 | Page 7 | Page 8 |
|----------------|------------|------------|---------------|------------|------------|--------------|------------|
| Front Cover | Y Z | C D | Back Cover | W X | A B | A – Z All | E F |
| Page 9 | Page 10 | Page 11 | Page 12 | Page 13 | Page 14 | Page 15 | Page 16 |
| G H | Q R | K L | U V | O P | I J | S T | M N |

Alternatives:

This project can also be completed using a more complex program such as Adobe PageMaker. Using PageMaker, the page layout would be as follows:

Divide paper into quarter; set zero point to edge of paper; set horizontal ruler guides at 5", 5.5", and 6"; set two column guides with a 1" gutter; set margins at 0.5" all

| | | | | | | | |
|------------|----------------|------------|--------------|------------|------------|------------|------------|
| | Front Cover | A B | A – Z All | Q R | K L | M N | O P |
| Y Z | C D | E F | W X | U V | G H | I J | S T |

Creating Your Book

Use the following outline to help you set up your pages and format your book correctly.

Step 1: Pick a child's theme to use for illustrations in your book (toys or alphabet work well.)

Step 2: Set up book pages

- Use a blank publication
- Use a side fold card
- Change margins to 0.5" (top, bottom, left, right)
- Insert 16 pages

Step 3: Create a cover for your book to include

- Book title
- Theme related graphic

Step 4: Create a back cover for your book to include

- Book title
- Created by: your name
- Date (month, year will be sufficient)

Step 5: Create pages of book

- Each page is to include 2 letters with theme related graphic
- Last page of book is to include all 26 letters

Step 6: Print a rough draft in black & white

- Carefully proofread
- Have classmate proofread
- Turn in for approval/suggestions

Step 7: Print final copy in color on front and back of page.

****If you wish to have a copy of your book for yourself, please talk with the teacher.**

Grading Guidelines for Desktop Publishing Alphabet Book

| | Exemplary | Good | Fair | Points Earned/ Comments |
|------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------|
| Required Items | All letters of the alphabet used, front cover, back cover, page with all letters 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are .5 inches all the way around 5 points | | Margins are not .5 inches all the way around 1 point | |
| Page Layout | Page layout permits pages to be assembled in correct order 25 points | | Page layout does not permit pages to be assembled in correct order 10 points | |
| Printing | Pages are printed front and back 5 points | | Pages are not printed front and back 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme 10 points | 1-2 graphics do not follow theme 7 points | More than 2 graphics do not follow theme 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Front Cover | Included book title and theme related graphic 5 points | Graphic is not theme related 3 points | Missing book title &/or graphic 1 point | |
| Back Cover | Includes book title, name, and date 5 points | Missing one required item 3 points | Missing two required items. 1 point | |

Create A Personalized Calendar

You are to create a 12-month calendar for a friend or family member. You will need to bring some pictures from home to scan. Using Adobe PageMaker, you will then create the monthly calendar and insert the scanned pictures into your calendar. You may also use any other clip art available. Design a cover to be used for the entire calendar. You may want to create a collage using the pictures you have scanned. You may also use any desktop publishing elements available (watermarks, wrapping, WordArt). We will print the calendar on tag paper using the color printer, laminate the front and back cover, and bind it so you will be able to use it at home. You will need to find and include the following dates:

New Year's Day

Lincoln's Birthday

Ash Wednesday

President's Day

St. Patrick's Day

Palm Sunday

Good Friday

Secretary's Day

Mother's Day

Memorial Day

Father's Day

Independence Day

Rosh Hashanah

First Day of Autumn

Halloween

Veteran's Day

Hanukkah

Christmas

Martin Luther King Jr.'s Birthday Observed

Valentine's Day

Washington's Birthday

First Day of Spring

Passover

Easter Sunday

Cinco De Mayo

Armed Forces Day

Flag Day

First Day of Summer

Labor Day

Yom Kippur

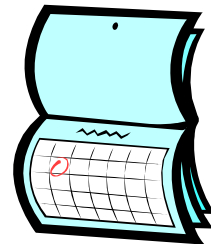
Columbus Day

Election Day

Thanksgiving Day

First Day of Winter

Kwanzaa



You may also include family and friends birthdays and anniversaries.

You may find the dates on: www.earthcalendar.net or www.timeanddate.com/calendar/

*Edited calendar project originally created by Tamara Talbot, Benton High School, St. Joseph, Missouri

Grading Guidelines for Desktop Publishing 12-Month Calendar

| | Exemplary | Good | Fair | Points Earned/ Comments |
|--------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------|
| Required Items (Dates/ Months) | All months are shown and holidays are shown on calendar on the appropriate date 15 points | Missing one required item 10 points | Missing more than one required item 5 points | |
| Page Setup | Margins are .25 inches all the way around and set to landscape 5 points | | Margins are not .25 inches all the way around 1 point | |
| Page Layout | Page layout permits pages to be assembled in correct order 20 points | | Page layout does not permit pages to be assembled in correct order 10 points | |
| Printing | Pages are printed front and back 5 points | | Pages are not printed front and back 1 point | |
| Grammar/ Spelling | No grammar or spelling errors 20 points | 1-2 grammar or spelling errors 15 points | More than 2 grammar or spelling errors 5 points | |
| Graphics/ theme | Graphics follow theme (At least one per month) 10 points | 1-2 graphics do not follow theme (1-2 months do not have graphics) 7 points | More than 2 graphics do not follow theme (More than 2 months do not have graphics) 4 points | |
| Graphics/ manipulation | All graphics are appropriately resized, cropped or scaled 10 points | 1-2 graphics are inappropriately resized, cropped or scaled 7 points | More than 2 graphics are inappropriately resized, cropped or scaled 4 points | |
| Photos/ Scanning | At least 5 photos have been included and scanned correctly 5 points | At least 3-4 photos have been included and scanned correctly 3 points | Only 1-2 photos have been scanned and included in calendar 1 point | |
| Front Cover | Included a title "2003 Calendar" and theme related graphic/photo 5 points | Graphic is not theme related 3 points | Missing title &/or graphic 1 point | |
| Back Cover | Copyright symbol and author's last name/date included 5 points | | Copyright symbol and author's last name/date not included 1 point | |